

FIG. 1

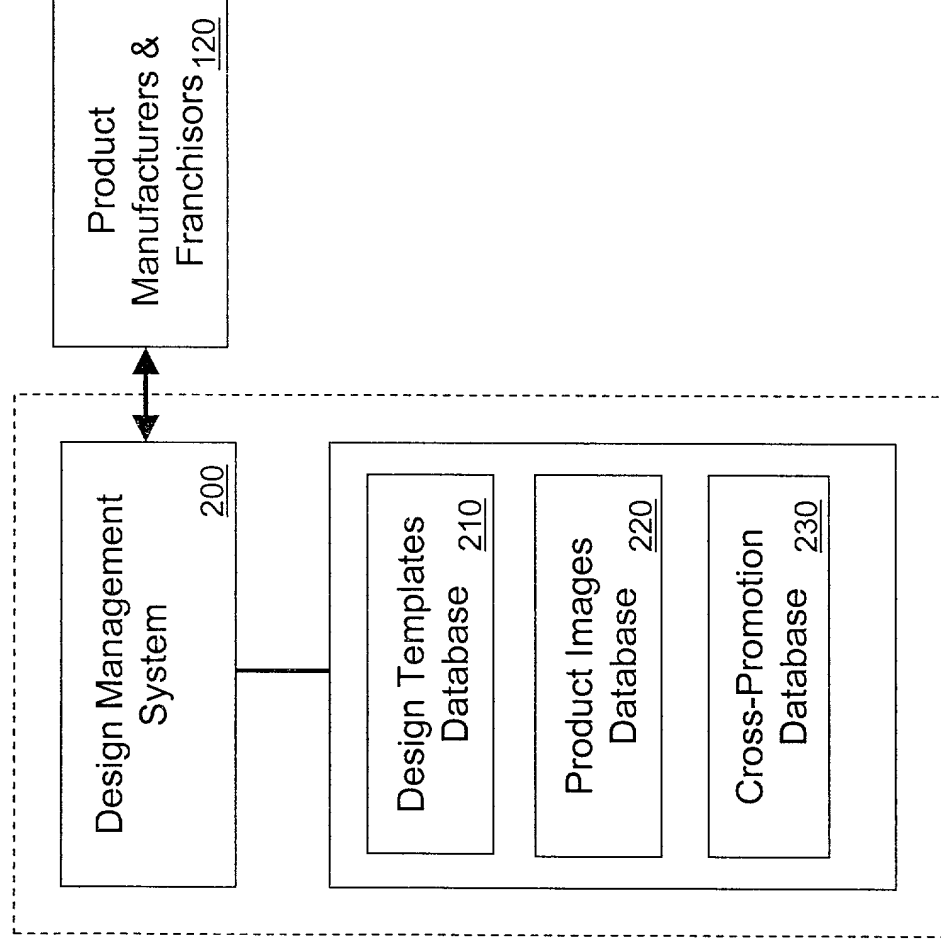


FIG. 2

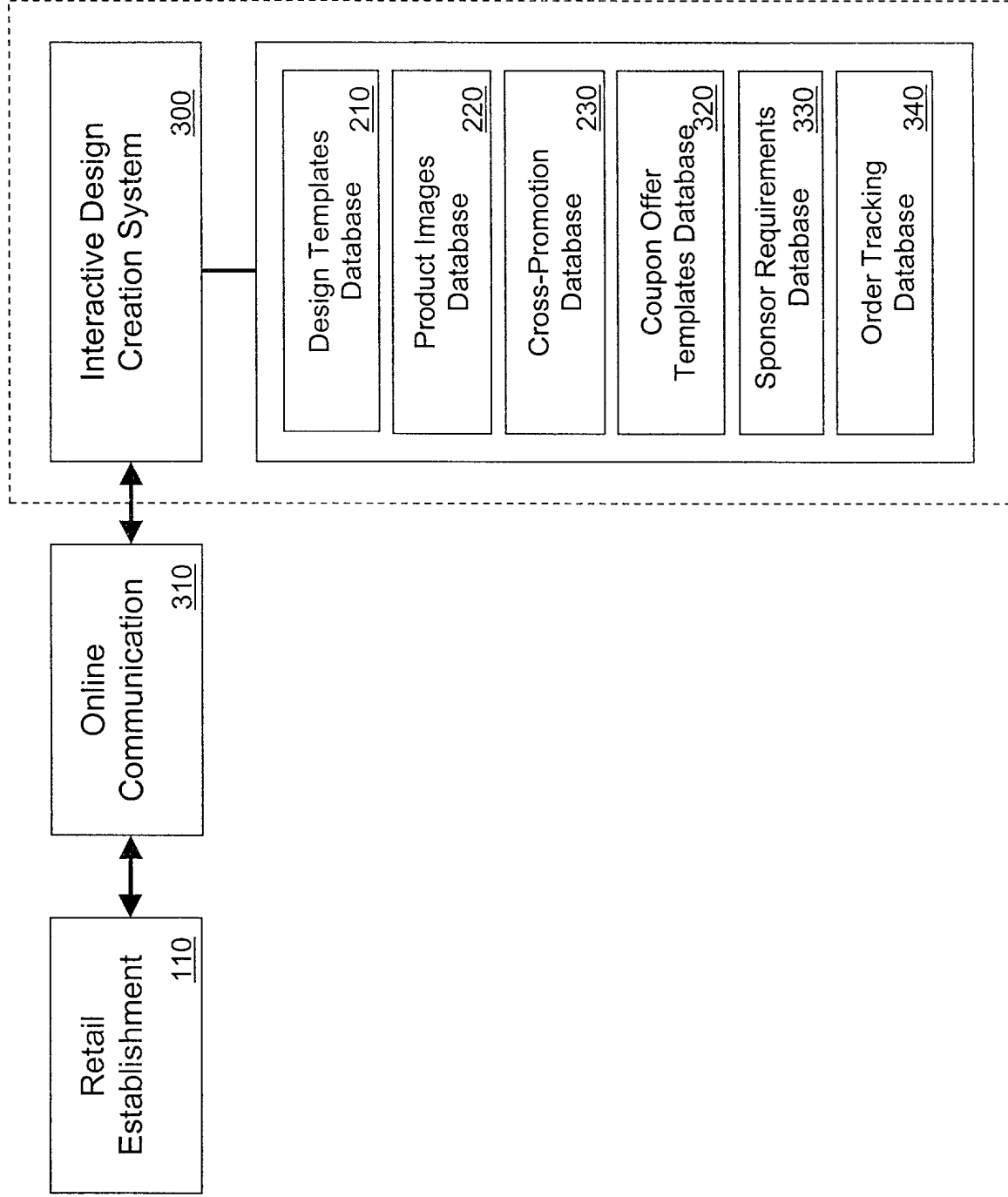


FIG. 3

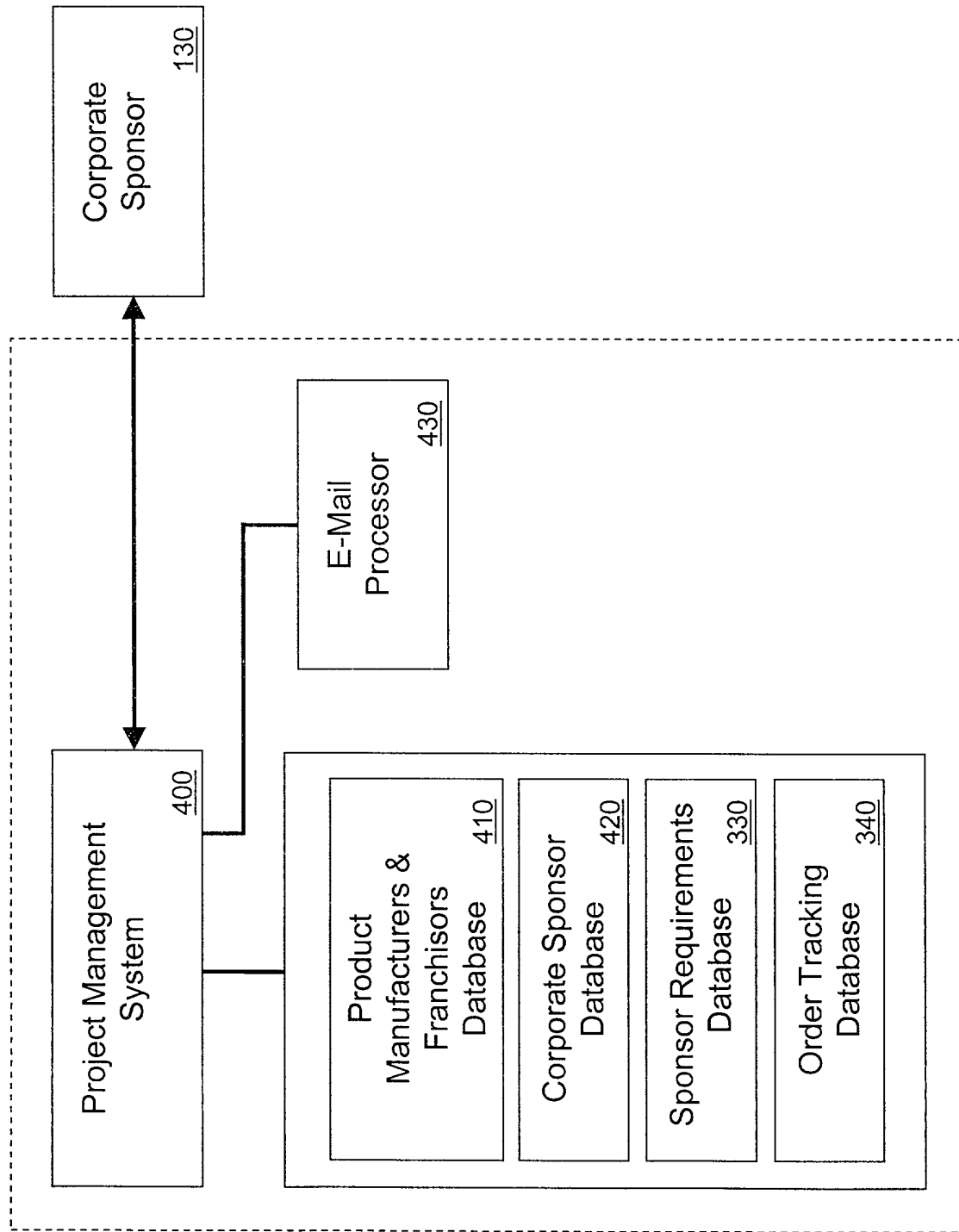


FIG. 4

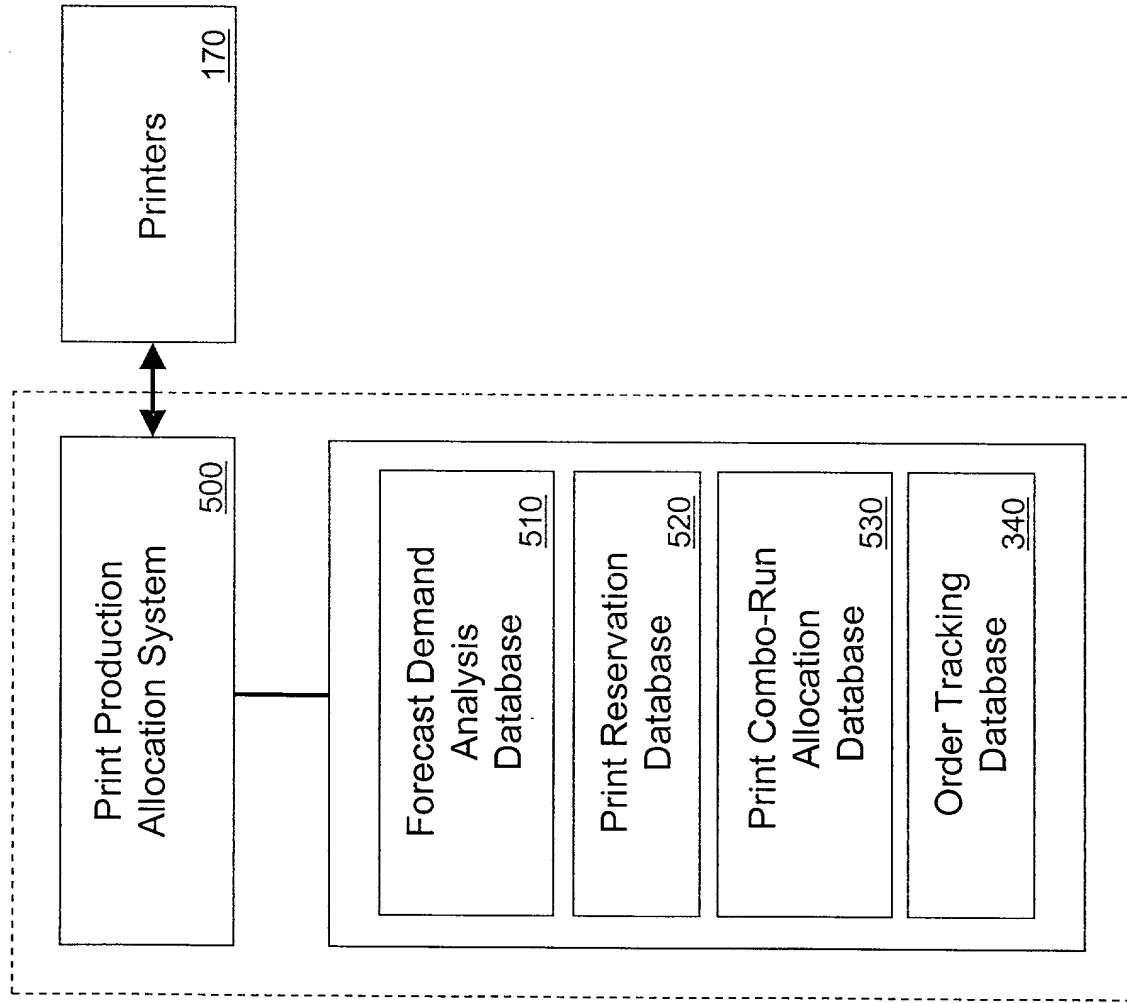


FIG. 5

Product Images Database 220

Product Category	Product	Product Name	Brand	Image	Source	Note
605	610	615	620	625	630	635
Fast Food	Hamburger	BurgerAndFries	Unbranded		Internal	
Beverage	Soft Drink	Coke	Coca Cola		Supplier	Use thru 12/31/00
Fast Food	Pizza	PizzaSlice	Unbranded		Stock Photo	\$20 per usage

FIG. 6

Cross-Promotion Database 230

Supplier	Promotion Theme	Valid From	Valid To	Special1	Price1	Image1	Note
705	710	715	720	725	730	735	740
Taco Bell	Summer Fun	6/18/00	7/15/00	Taco	\$0.99		2 for
Coca Cola	July 4 th	6/25/00	7/8/00	Coke	\$1.49		6-pack

FIG. 7

Sponsor Requirements Database 330

Sponsor ID	Mgmt 810	Legal 815	Agency 820	Market Region 825	Market Area 830	Mgmt Contact 835	Legal Contact 840	Agency Contact 845
S00-000010	Yes	Yes	No	Pacific West	Los Angeles	Someone@Place.com	Someoneelse@Place.com	

FIG. 8

Order Tracking Database 340

Order Master Database

Order Master ID	Customer ID	Site ID	Order Design	Mgmt Approval	Legal Approval	Agency Approval	Delivery	Status
9M05	9M10	9M15	9M20	9M25	9M30	9M35	9M40	9M50
O00-000101	C00-00011			O.K.	Pending	O.K.	Deliver to site	Pending Approval

FIG. 9a

Order Tracking Database 340

Order Detail Database

Order Master ID	Order Detail ID	Material	Qty	Image1	Image2	Head1	Subhead1	Product1
9D05	9D10	9D15	9D20	9D25	9D30	9D35	9D40	9D45
		Flyer	5000			2 For Special		Hamburger

FIG. 9b

Order Tracking Database 340

Order Detail Database

Price1	Logo1	Head2	Subhead2	Product2	Price2	Logo2	etc.
9D50	9D55	9D60	9D65	9D70	9D75	9D80	
\$2.99							

FIG. 9c

Print Reservation Database 520

Press Run	Week of	Printer ID	Press Size	Material	Maximum	Status
1005	1010	1015	1020	1025	1030	1035
R00-000101	7/2/00	P00-004	23" x 36"	Flyer	8	In progress
R00-000102	7/9/00	P00-005	17" x 24"	Door Hanger	8	Reserved

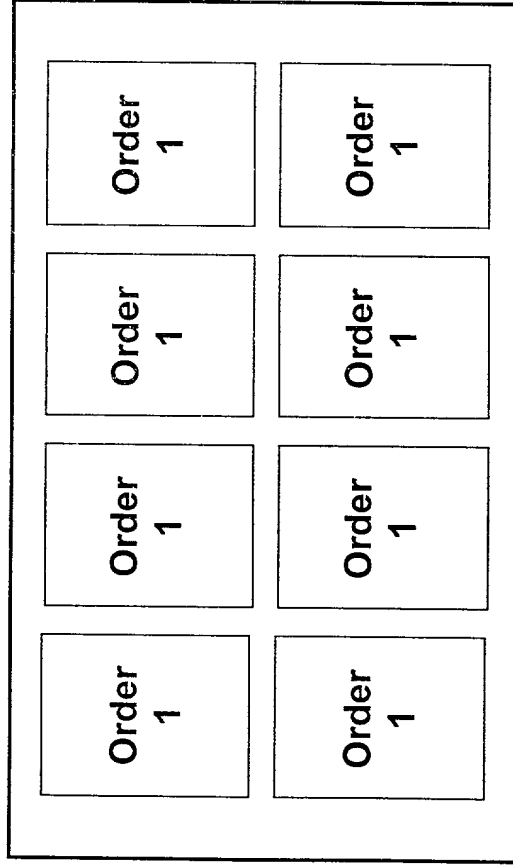
FIG. 10

Print Combo-Run Allocation Database 530

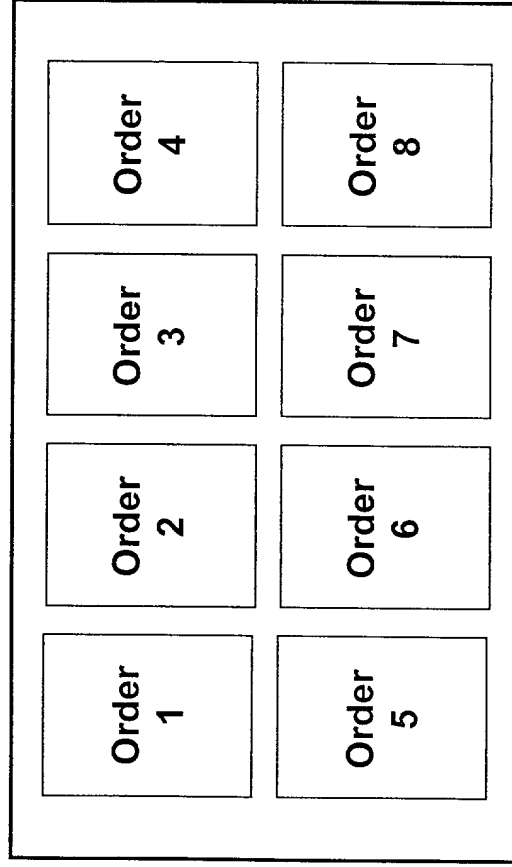
Press Run	Section No.	Order Master ID	Order Detail ID	Status
	1105	1110	1115	1120
R00-000101	1	O00-000098	O00-000098-01	1125
R00-000101	2	O00-000099	O00-000099-01	

FIG. 11

Combo-Run vs. Single-Order Press-Run



Single-order press-run: The same image is repeated to fill the space on the plate, each instance requiring pre-press setup time.



Combo-run: Multiple orders are combined. Pre-press setup costs are shared and per-order print production costs minimized.

FIG. 12

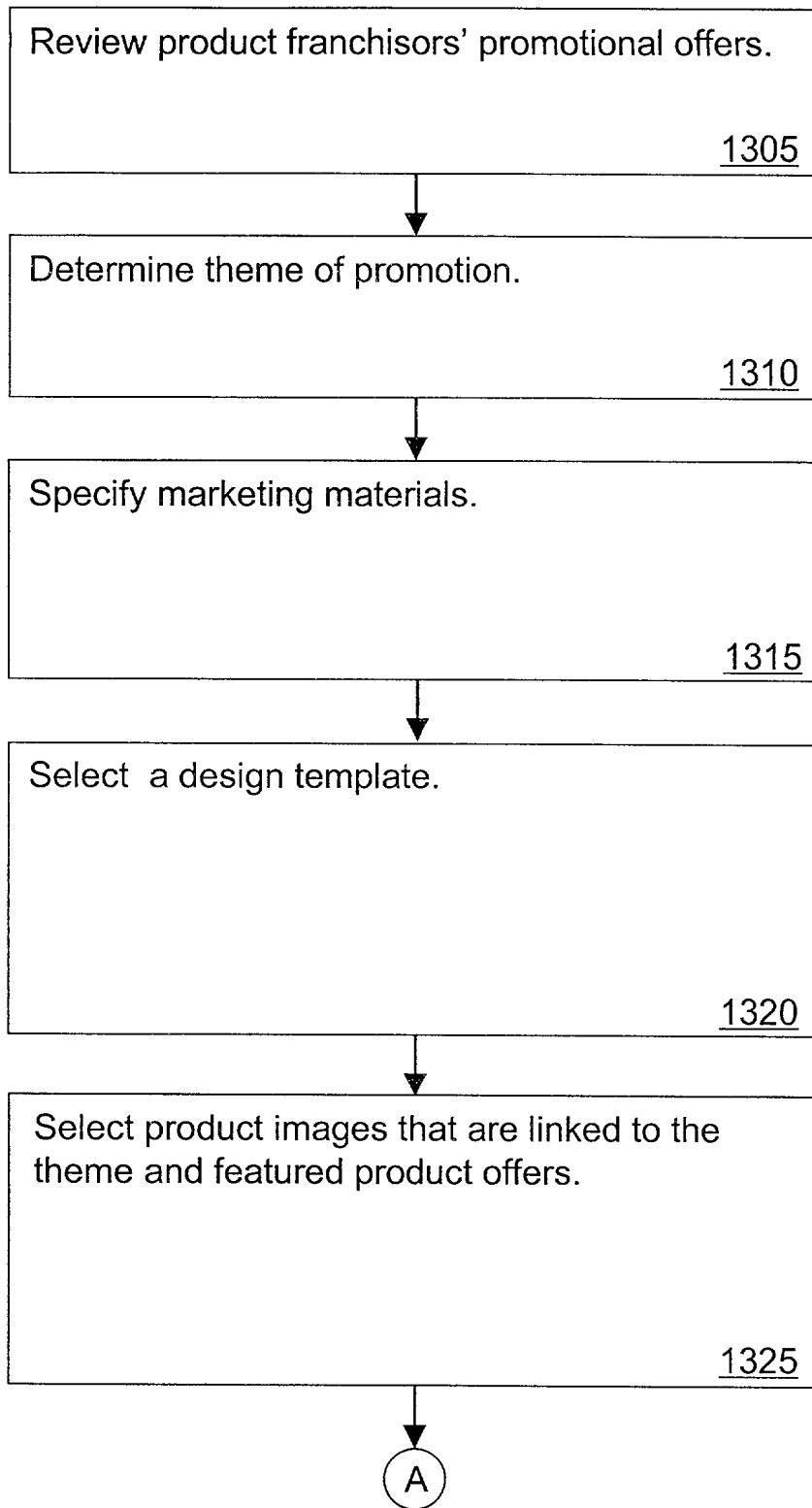


FIG. 13a

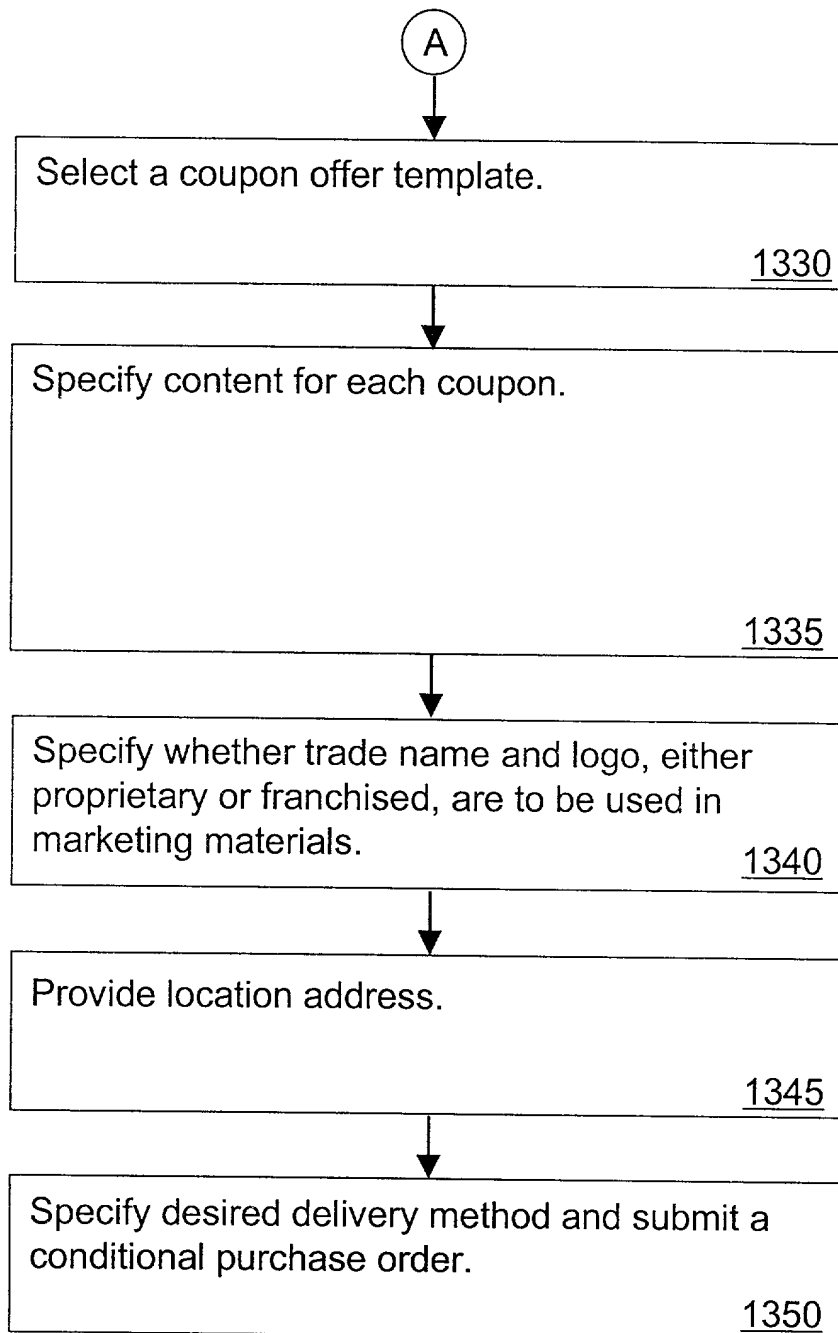


FIG. 13b

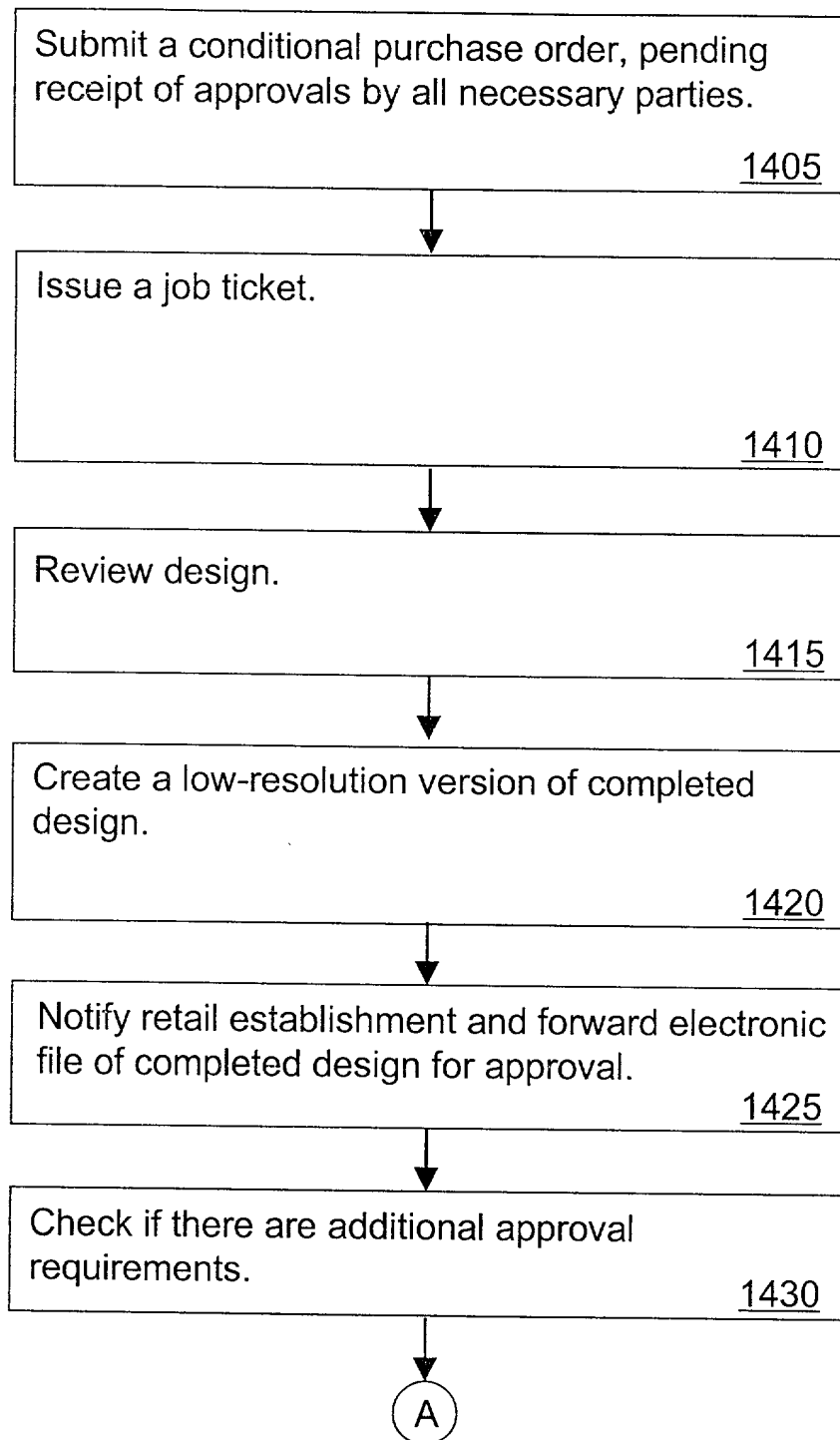


FIG. 14a

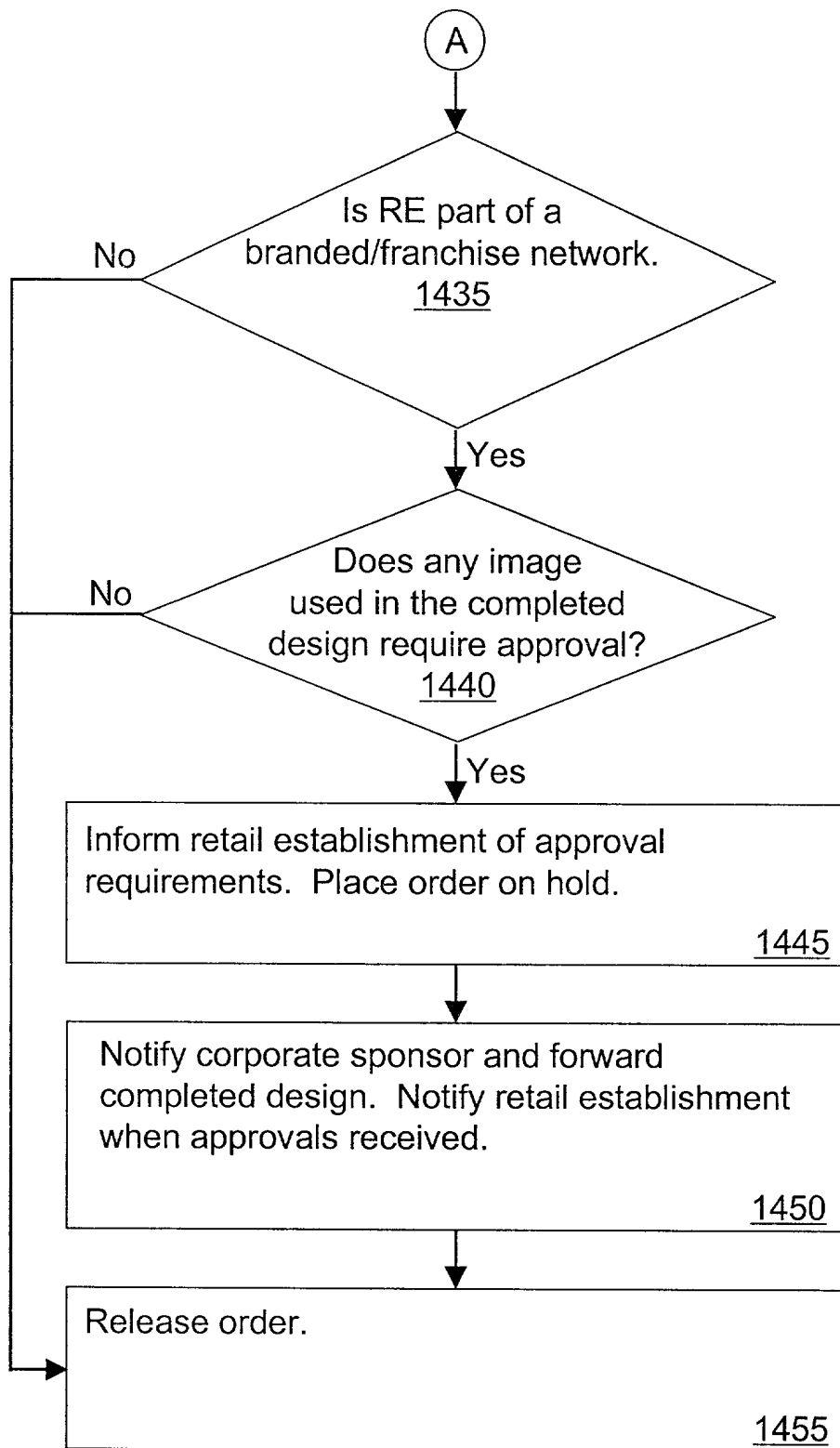


FIG. 14b

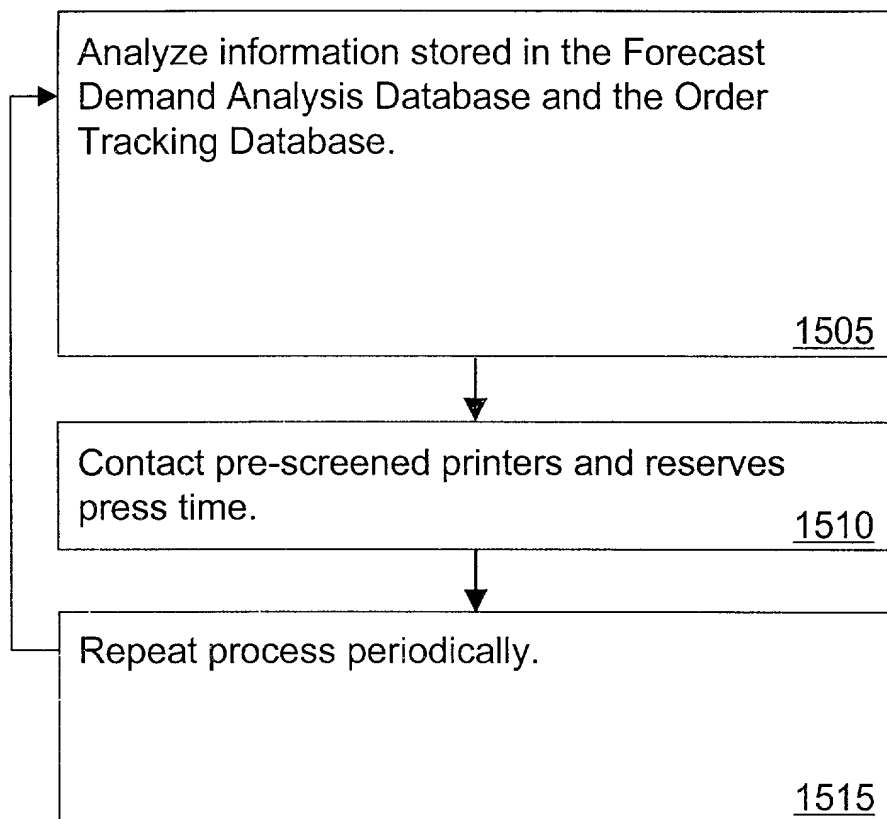


FIG. 15

Access information on completed orders stored in the Order Tracking Database and information on reserved press-runs in the Print Reservation Database and combine orders.

1605



Transmit electronic file of combined orders to printer, along with instructions for handling printed materials. Update databases. Notify retail establishment of order status.

1610

FIG. 16

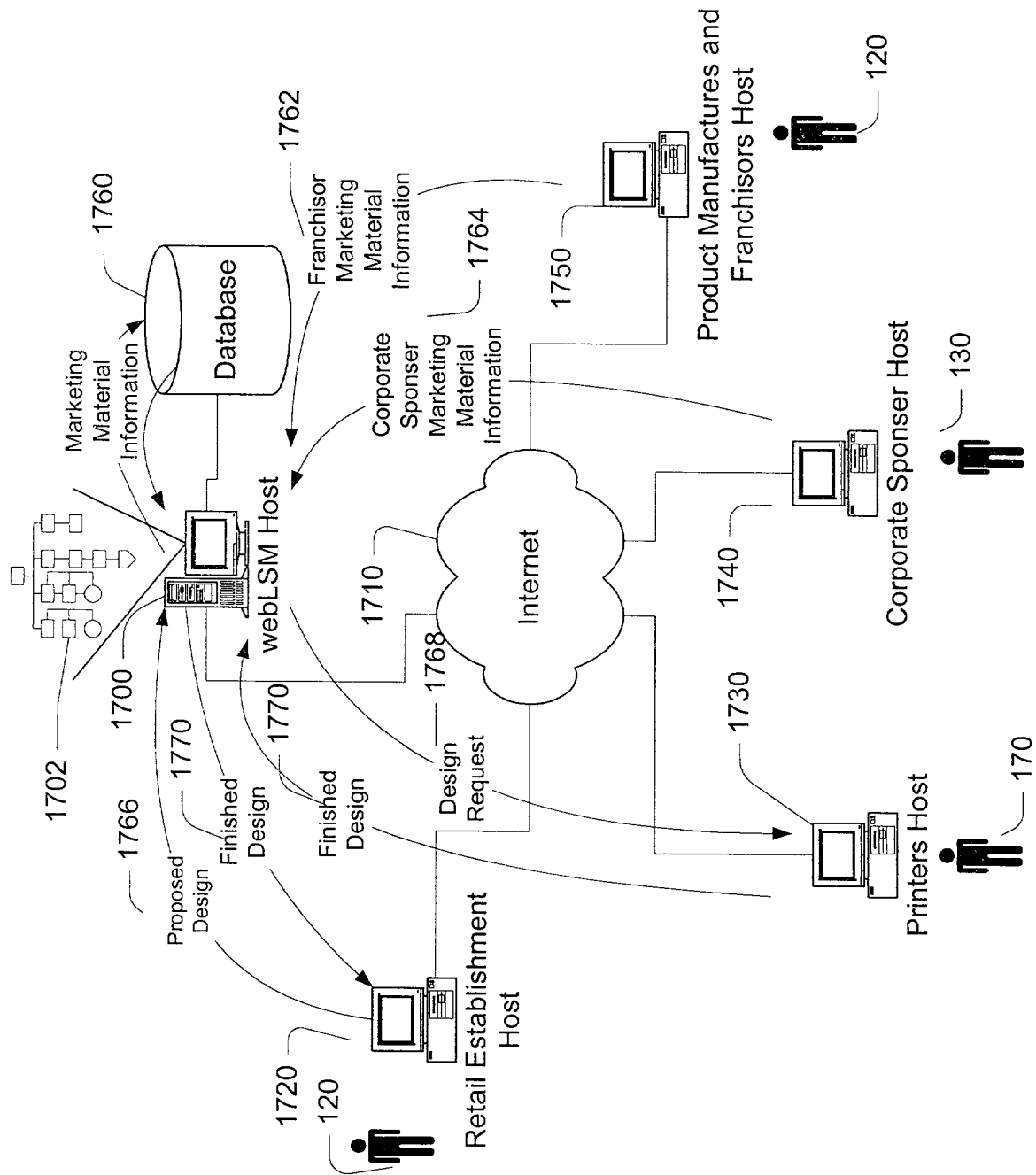


FIG. 17

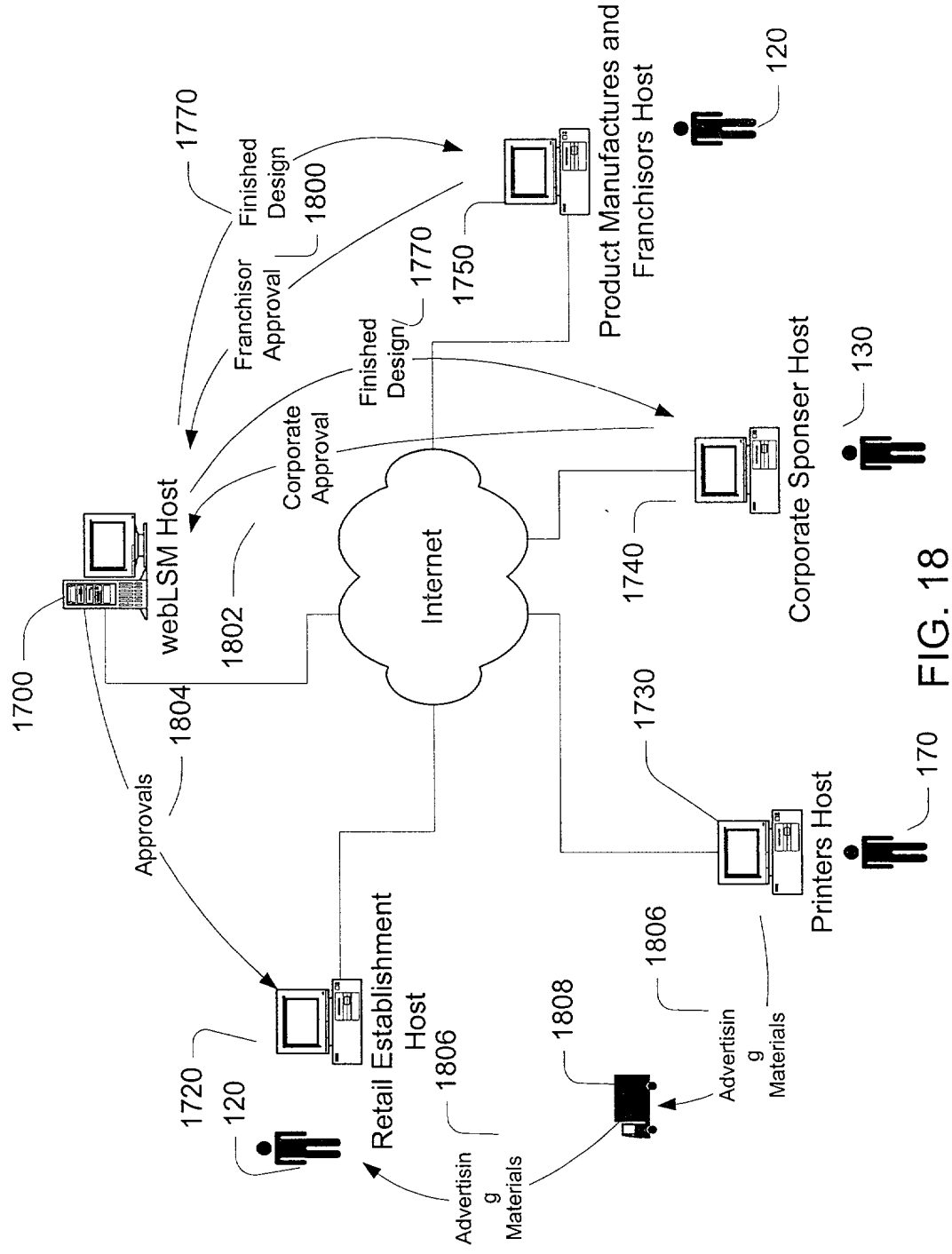


FIG. 18

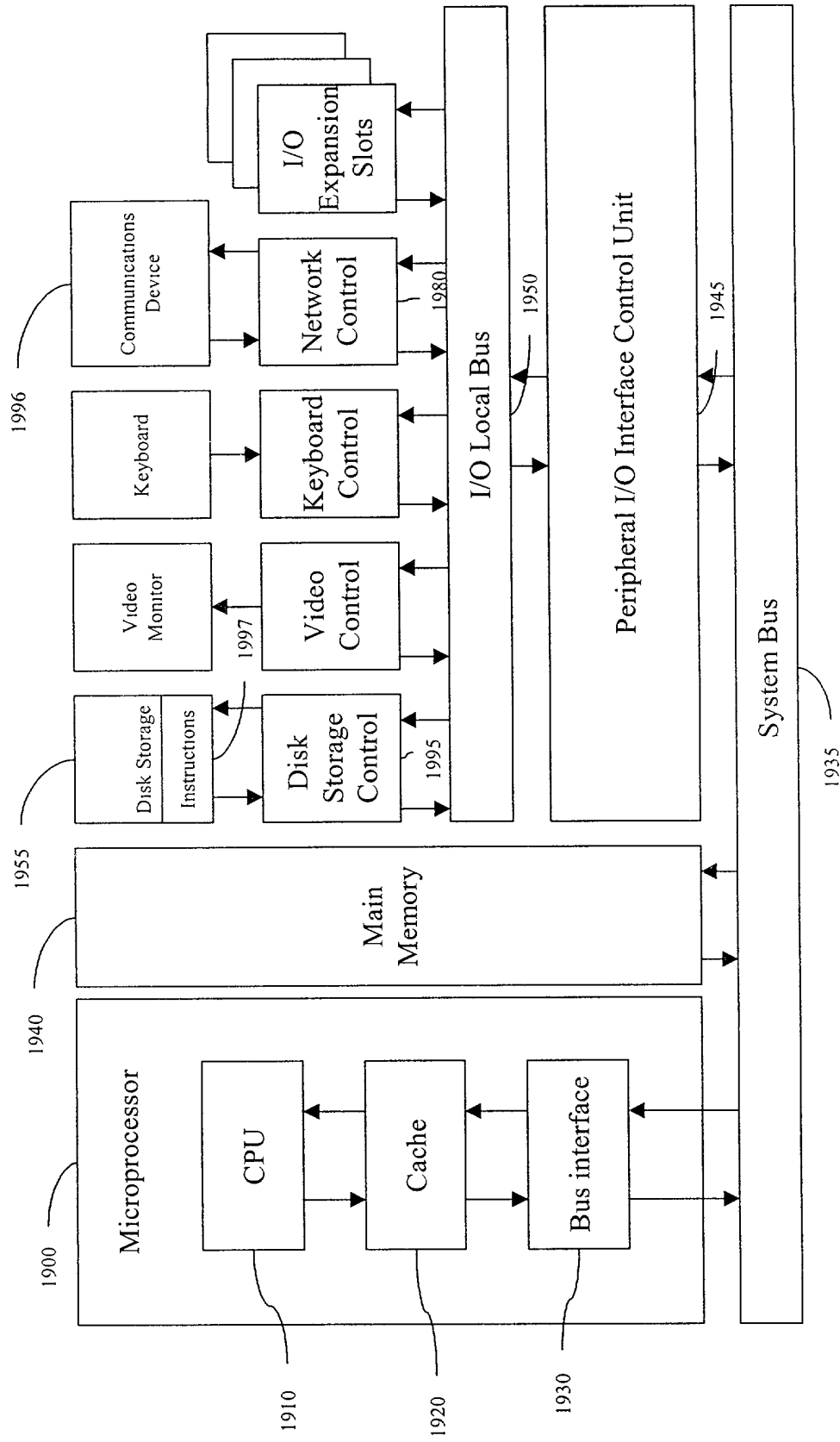


FIG. 19